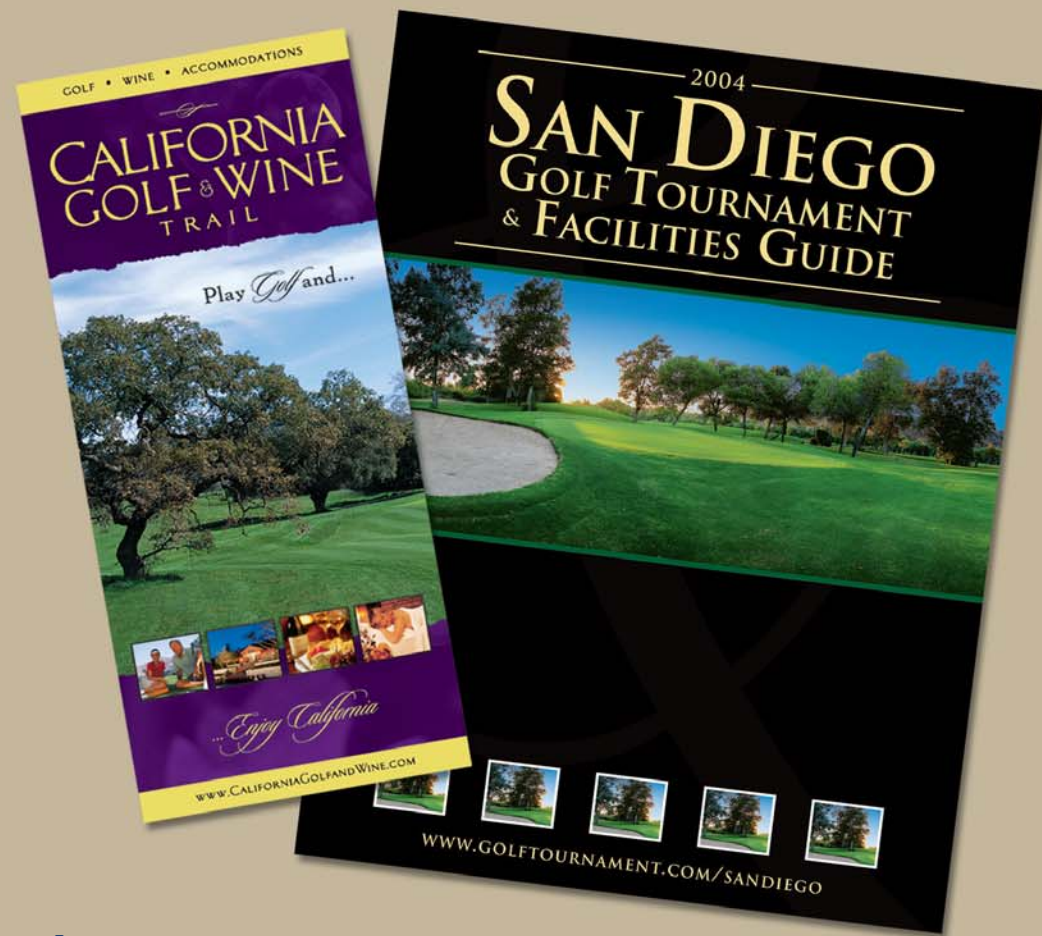


SPECIALTY PUBLICATIONS

Certified Custom Publishing also provides special niche-market guides, booklets, and rack brochures, and we welcome suggestions or discussions regarding other ways of reaching your best prospects.

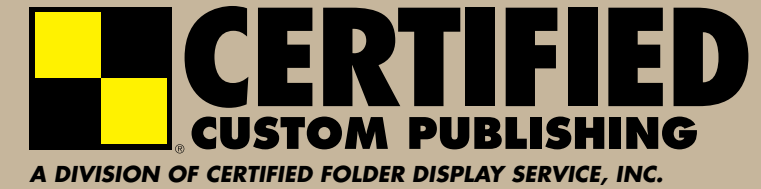
For information on current specialty publications available, please contact your Certified Sales Representative, or our custom publishing division at **(800) 799-7373 ext. 156**.



CONTACT INFORMATION

Detailed information on our special advertising sections, promotional mailers and specialty publications are available through your Certified Sales Representative, or you can visit our website www.certifiedfolder.com/custompublishing to download or view sample sections, and current information including rates, circulations, closing dates and materials specifications.

For assistance in finding the Certified Sales Representative or office closest to you, please contact Shawn Fisher at **(800) 799-7373 ext. 156**.



Target Market Advertising

Drive Market Promotional Mailers



National Magazine Special Advertising Sections

Niche Market Specialty Publications

THE WEST'S BEST

FOR MORE INFORMATION CALL: 1-800-799-7373

SPECIAL ADVERTISING SECTIONS

- Your advertising message can appear in the nation's best travel, golf and lifestyle magazines at rates comparable to "city" magazines.

Destinations, CVB's, hotels, golf courses, resorts and visitor attractions often have two things in common – limited advertising budgets and primary geographic feeder markets. These marketing realities make it unfeasible to advertise in most of the leading national magazines, due to high cost and circulation beyond your market.

Certified Custom Publishing's 4-color special advertising sections are bound into various national magazines, but appear only in targeted geographic areas (consisting of about 100,000 to 130,000 copies per issue) – so you reach only your best feeder markets.

Our special sections generally appear under the registered brand name THE WEST'S BEST®. We can also customize the page banners to feature specific destinations.

This year's line-up of publications includes:

- Condé Nast Traveler
- Arthur Frommer's Budget Travel
- Travel+Leisure Golf
- Gourmet

Although THE WEST'S BEST® special sections appear only in select markets, the advertisers or sections are featured in the NATIONAL reader service program of each magazine. So you receive leads (via email or labels) from all over the country – while paying only for target circulation.

Each advertiser also benefits from a **free listing** and **direct link** on our travel information website www.visitortips.com and on www.thewestsbest.com.



PROMOTIONAL MAILERS

- Reach 20,000 Travelers in your best drive-market for less than 10¢ per piece!

Direct mail is very effective for promoting special offers, off-season sales and peak-season advance reservations. But it can be very expensive – usually at least \$1 per piece when you total the cost of design, printing, mailing lists, postage and labor.

Certified Custom Publishing uses co-op marketing techniques to provide you with affordable direct mail opportunities and virtually no wasted circulation, production costs, printing costs, or labor.

Our specially customized mailing lists for leisure travel mailers are composed of 20,000 frequent travelers who are current subscribers to top lifestyle and travel publications, and who reside within your best drive-market or geographic feeder market!

Our most popular THE WEST'S BEST® brand mailer is a 4-color, 8-panel accordion fold, enclosed in a 6" x 9" envelope (though other formats are also available). Prominently printed on the outside of the envelope is a LIST of the properties or attractions included in the piece, as well as a banner stating the nature of the piece, such as "Special Bay Area Getaway Offers Enclosed."

Customized direct mailers can also address niche markets such as:

- Teachers
- Girls Getaways
- Golfers
- Meeting Planners

Ad design for our mailers is free if you supply the photo, logo and copy for us to format, or you can design your own display ad for inclusion in the piece.

Each advertiser also benefits from a **free listing** and **direct link** on our travel information website www.visitortips.com and on www.thewestsbest.com.

